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Docket No.: 1160 4001

WHAT IS CLAIMED IS:

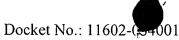
1	A method in which
$\sqrt{2}\gamma$	virtual purchase information, which does not include any identifier of a real financial
3	account, is provided, in an online connection to a merchant, to pay for of an item,
4	the merchant provides the item and the virtual purchase information to a delivery
5	service,
6	at the delivery service, the virtual purchase information is converted to a real delivery
7	address, and
8	the item is delivered to the delivery address.
1	2. The method of claim 1 in which the virtual purchase information includes a
2	virtual account identifier.
1	3. The method of claim 2 in which the virtual purchase information includes a
2	VETO-applied account number.
1	4. The method of claim 1 in which the virtual purchase information includes a
1	_
2	virtual account transaction order.
1	5. The method of claim 4 in which the virtual account transaction order
2	comprises a VETO order.
1	6. The method of claim 1 also including physically associating a label that
2	contains the virtual purchase information with the item.

- 7. The method of claim 1 in which the delivery service includes FEDEX or UPS or the United States Postal Service.
- 8. The method of claim 1 also including storing the real delivery address and the related virtual purchase information in a database under the control of the delivery service.

Docket No.: 1160 400



1	9.	The method of claim 1 in which the virtual purchase information is associated			
2	with a real financial account.				
1	10.	A method in which			
2	virtua	I delivery information, which does not include any identifier of a real delivery			
3	address, is pro	ovided, in an on-line connection to a merchant, with respect to a purchase of an			
4	item,				
5	the me	erchant provides the item and the virtual delivery information to a delivery			
6	service,				
7	at the	delivery service, the virtual delivery information is converted to a delivery			
8	address, and				
9	the ite	m is delivered to the delivery address.			
1	11.	The method of claim 10 also including physically associating a label that			
2	contains the v	rirtual delivery information with the item.			
ı					
1\	12.	The method of claim 10 in which the delivery service includes FEDEX or			
2	UPS or the United States Postal Service.				
1	13.	The method of claim 10 also including storing the real delivery address and			
2	the related vii	tual delivery information in a database under the control of the delivery service.			
1		A method comprising			
2	provid	ling real delivery information to a delivery service,			
3	associ	ating with the delivery information a code that does not itself reveal the			
4	delivery infor	mation,			
5	making the code known to the delivery service, and				
6	in con	nection with a purchase of an item that is to be delivered according to the			
7	delivery infor	mation, providing the code to a merchant for forwarding to the delivery service.			



1	15.	The method of claim 14 in which the real delivery information includes				
2	personal information about a purchaser.					
1	16.	The method of claim 14 in which the personal information includes a name				
2	and an addres	S.				
1	17.	The method of claim 4 in which the code is provided to the merchant				
2	electronically through a communication network.					
1	18.	The method of claim 14 in which the code is provided to the merchant				
2	telephonically.					
1	19.	The method of claim 14 also including the forwarding of the code to the				
2	delivery service.					
1	20.	The method of claim 14 also including				
2 \	delive	ring the item.				
/ /L	21.	A method comprising				
2	at a de	elivery service, storing personal delivery information associated with a				
3	consumer and	storing a code corresponding to the personal delivery information, the code not				
4	itself revealing the personal delivery information,					
5	receiving from a merchant a package for delivery to the consumer, and a code					
6	representing delivery information for the package,					
7	using the stored information and code to translate the code to the personal delivery					
8	information, and					
9	delivering the package in accordance with the personal delivery information.					
1	22.	The method of claim 21 in which the personal delivery information includes a				
2	name and an	address and may include other personal information.				

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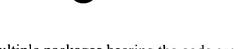
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Docket No.: 11602-50400



23.	The method of claim 11 in	which multiple packages	s bearing the code are
received at dif	fferent times		

24. Apparatus comprising

a package to be delivered to a customer, the package containing an item sold by a merchant to the customer, and

a code representing delivery instructions for the package, the code not itself revealing the delivery instructions,

the package being free of any direct indication of the delivery instructions so that a person observing the package is unable to determine the delivery instructions without knowledge of the association between the code and the delivery instructions.

25. A method comprising

delivering a package to a package delivery service, the package containing an item sold by a merchant to the customer,

providing to the package delivery service a code representing delivery instructions for the package, the code not itself revealing the delivery instructions,

the package being free of any direct indication of the delivery instructions so that a person observing the package is unable to determine the delivery instructions without knowledge of the association between the code and the delivery instructions.

26. A method comprising

establishing a virtual account with a virtual account issuer, the virtual account being associated with a financial account,

associating a package delivery code with the virtual account, the package delivery code representing, but not itself revealing, delivery instructions for packages directed to a holder of the virtual account, and

providing the package delivery code to a package delivery service for use in delivering packages of items purchased from merchants using the virtual account.